



**UNIVERSITAS NEGERI YOGYAKARTA
FAKULTAS BAHASA DAN SENI**

SILABUS

MATA KULIAH : Introduction to Business English Kode: PEN 216

FRM/FBS/19-00

Revisi : 00

31 Juli 2008

Hal.

Fakultas : Bahasa dan Seni
Program Studi : Pendidikan Bahasa Inggris
Mata Kuliah & Kode : Introduction to Business English Kode: PEN 216
Jumlah SKS : Teori 1 SKS Praktik : 1 SKS
Semester : 5 (lima)
Mata Kuliah Prasyarat & Kode : -
Dosen : Nunik Sugesti, M.Hum.

I. DESKRIPSI MATA KULIAH

In this course the participants should be able to comprehend and master business writing, business communication, business meeting, letter of application for job appointment and business contract theoretically as well as practically. This course covers some topics such as business letter writing, enquiry, order and execution order, packing and despatch, business public speaking, business meeting, business contact, and job sharing. Teaching learning activities consist of presentation, discussion, and lecturing. The evaluation is based on individual work, individual presentation, group work, mid semester and final tests.

II. STANDARISASI KOMPETENSI MATA KULIAH

Upon the completion of the course, the students are expected to: 1) gain the understanding of business communication skills, 2) communicate through business writing such as letters, memos, reports, proposals, 3) deal with speaking business activities, such as socializing, presentations, meetings, and negotiations.

III. POKOK BAHASAN DAN RINCIAN POKOK BAHASAN

Minggu Ke	Pokok Bahasan	Rincian Pokok Bahasan	Waktu
1	Orientation on the Syllabus	Introduction to the course content, assessment, requirements, references/books. assignments, etc.	100 menit
2	Understanding Business Communication and	a. The basic forms of communication b. The process of	100 menit



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	Intercultural Communication	communication c. How to improve communication d. The basics of intercultural business communication e. tips for communicating with people from other countries	
3	Exploring business communication	a. Introduction to business speaking b. Introduction to business writing	100 menit
4	Socializing	Building a relationship a. welcoming visitors b. introduction c. meeting someone and small talk d. asking for and offering assistance e. saying what's on and what's available f. inviting and responding to invitation g. stating preference h. dining out	100 menit
5	Telephoning	a. preparing to make a telephone call b. receiving and ending calls c. taking and leaving messages d. asking for and giving repetition e. the secretarial barrier f. making and changing arrangements g. complaining and problem solving on the telephone	100 menit
6	Reports	a. short reports b. full reports	
7	Proposals	a. b.	
8	Presentations	a. Preparation and presentation technique b. The main body c. The end d. Visual aids	100 menit
9	Mid semester test		
10	Meetings	a. chairing a meeting b. stating and asking for opinions	100 menit



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		c. interrupting and handling interruptions d. asking for and giving clarification e. delaying decisions f. ending the meeting	
11	Negotiations	a. preparation for negotiation b. bargaining and making concessions c. accepting and confirming d. dealing with conflict e. rejecting f. ending the negotiation	100 menit
12	Writing Business Letters	a. kinds of letters b. lay out c. language styles	100 menit
13	Job Interview	a. b. c.	100 menit
14	Emails, faxes, memos, minutes	a. lay out b. language styles	100 menit
15	Press Release	a. format b. lay out	100 menit
16	General Review	All topics	100 menit



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IV. REFERENSI/ SUMBER BAHAN

A. Wajib :

Sweeney, Simon. - . *English for Business Communication*. Cambridge: Cambridge University Press

Thill, John. 1997. *Excellence in Business Communication*. New Jersey: Prentice Hall, Inc

Tullis, Graham, and Tonya Trappe. 2005. *Intelligent Business*. Essex: Pearson Education Ltd

B. Anjuran :

Cotton, David and Sue Robbins. 2001. *Business Class*. England: Pearson Education, Ltd.

Poe, Roy W. 1994. *Handbook of Business Letters*. Singapore: McGraw-Hill Book Co

Tullis, Graham, and Tonya Trappe. - . *Insights into Business*. New York: Longman.

V. EVALUASI

No	Komponen Evaluasi	Bobot (%)
1	Partisipasi Kuliah	10%
2	Tugas-tugas	20%
3	Ujian Tengah Semester	30%
4	Ujian Semester	40%
Jumlah		100%